

ORDER



KSDK

| | | | | |
|-------------------|----------------------|-------------------------------|---|-----------|
| Orders | Order / Rev: | 720954 |  | |
| | Alt Order #: | 06366082 | KSDK | |
| | Product Desc: | AKIN FOR SENATE | | |
| | Estimate: | 2844 | | |
| | Flight Dates: | 10/09/12 - 10/12/12 | | |
| | Original Date / Rev: | 10/08/12 / 10/08/12 | | |
| | Order Type: | Political | | |
| Agency | Name: | Strategic Media Placement LLC | | |
| | Buying Contact: | | Billing Type: | Cash |
| | Billing Contact: | | Billing Calendar: | Broadcast |
| | | 3946 North Hampton Drive | Billing Cycle: | EOM/EOC |
| | | Powell, OH 432065 | Agency Commission: | 15% |
| Advertiser | Name: | Akin,T/R/Senate | | |
| | Demographic: | A35+ | New Business Thru: | |
| | Product Codes: | PL-US Senate | Order Separation: | 00:15:00 |
| | Priority: | P-2 | Advertiser External ID: | |
| | Revenue Codes: | AGY, GEN, POL | Agency External ID: | |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
|------------|----------|---------|--------------|-------------|--------------|---------|--------------|-------------|--------|
| 10/01/12 | 10/12/12 | 9 | \$12,450.00 | \$10,582.50 | October 2012 | 9 | \$12,450.00 | \$10,582.50 | 0.00 |
| | | | | | Totals | 9 | \$12,450.00 | \$10,582.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristin Waskie | | | Start Of Order - End Of Order | 100% |

Kristin Waskie Start Of Order - End Of Order 100%

| Ln | Ch | Start | End | Inventory | Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------------|------|-----------------|----------|-----------------|------|-------------------|----------------|-------------|-----|---------------|------------|---------------|------|------|-------|-------------|
| E 1 | KSDK | 10/09/12 | 10/11/12 | M-F NBC Today | 7-9A | CM | 7-9A | -T-T--- | :30 | 2 | \$675.00 | P-2 | 0.00 | NM | 2 | \$1,350.00 |
| NBC Today 7-9A | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | | -T-T--- | | 2 | | \$675.00 | | 0.00 | | | | | | |
| E 2 | KSDK | 10/09/12 | 10/09/12 | M-F 430-5p | | CM | 430-5p | -T----- | :30 | 1 | \$750.00 | P-2 | 0.00 | NM | 1 | \$750.00 |
| Jeopardy | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | | -T----- | | 1 | | \$750.00 | | 0.00 | | | | | | |
| E 3 | KSDK | 10/09/12 | 10/12/12 | M-F 6P News | | CM | 6-630P | -T-TF-- | :30 | 3 | \$1,650.00 | P-2 | 0.00 | NM | 3 | \$4,950.00 |
| News Channel 5 at 6P | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | | -T-TF-- | | 3 | | \$1,650.00 | | 0.00 | | | | | | |
| E 4 | KSDK | 10/09/12 | 10/12/12 | LN (M-F) | | CM | 10-1035p | -T-TF-- | :30 | 3 | \$1,800.00 | P-2 | 0.00 | NM | 3 | \$5,400.00 |
| LN (M-F) | | | | | | | | | | | | | | | | |
| <u>Start Date</u> | | <u>End Date</u> | | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/14/12 | | -T-TF-- | | 3 | | \$1,800.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | Totals | | | 9 | \$12,450.00 |